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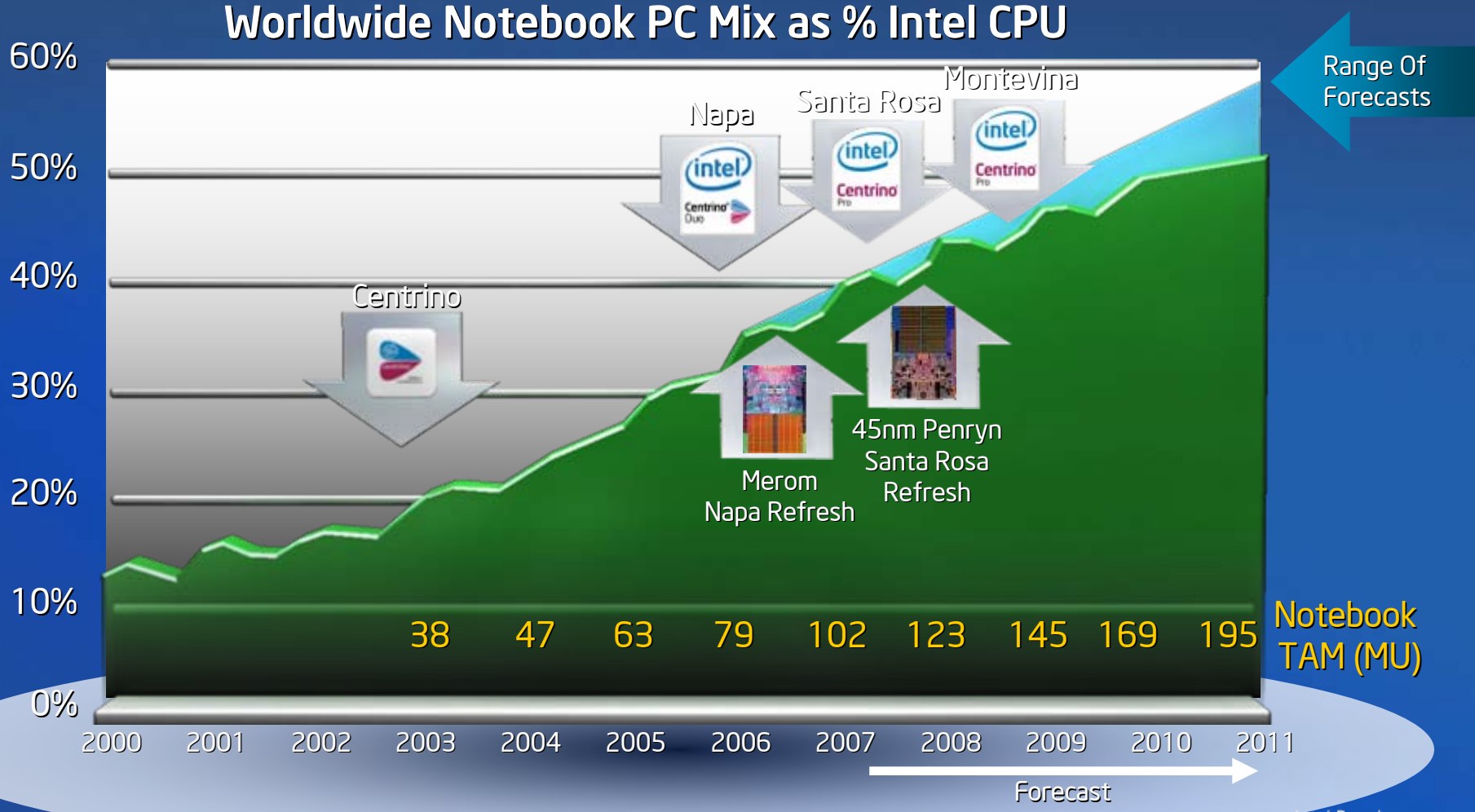


Breaking the Barriers to Mobility

Dadi Perlmutter
Senior Vice President
General Manager, Mobility Group

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The Mobile Revolution is Here

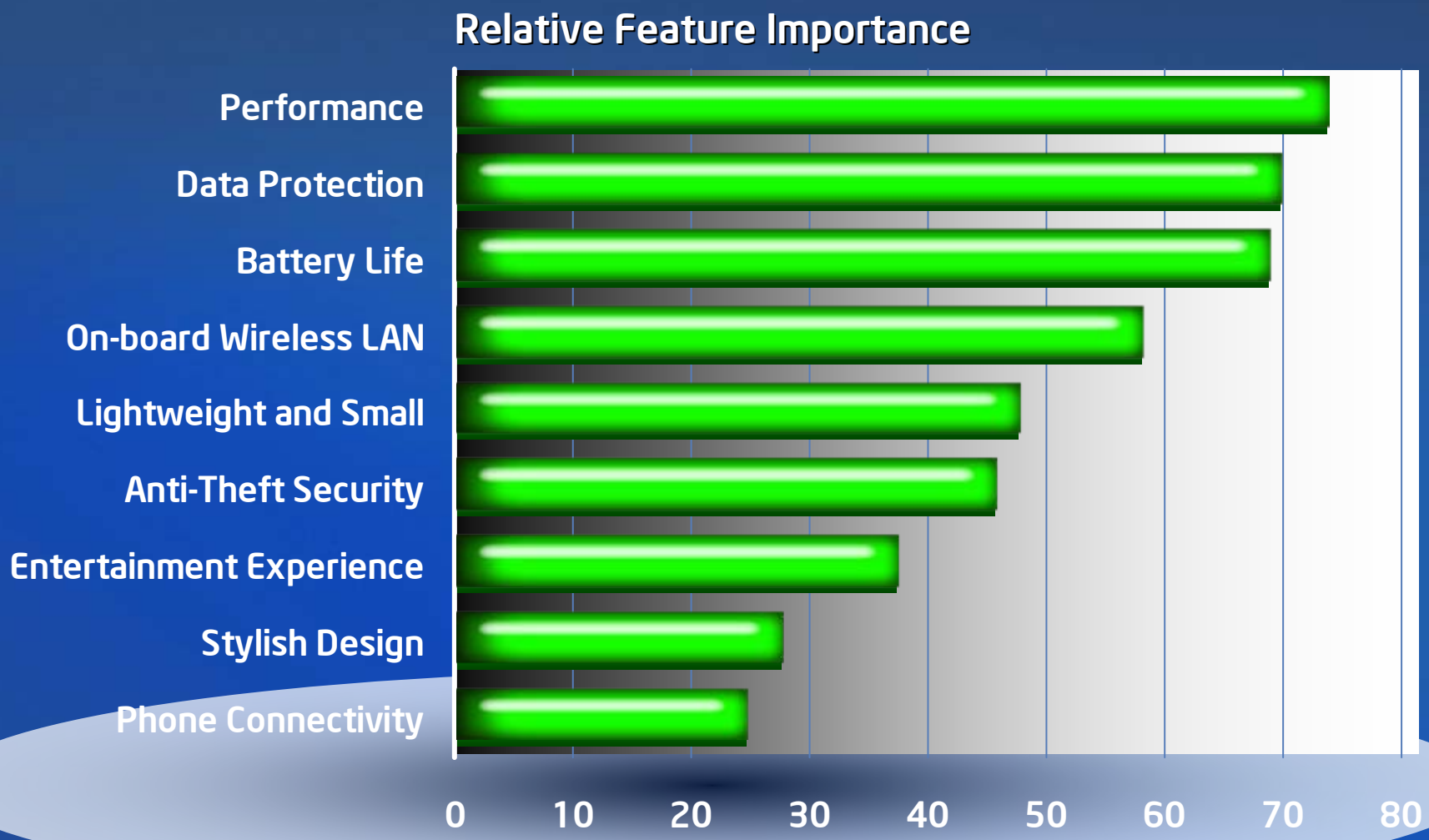


Source: Intel Internal and Gartner (March '07)

From Previous IDFs…



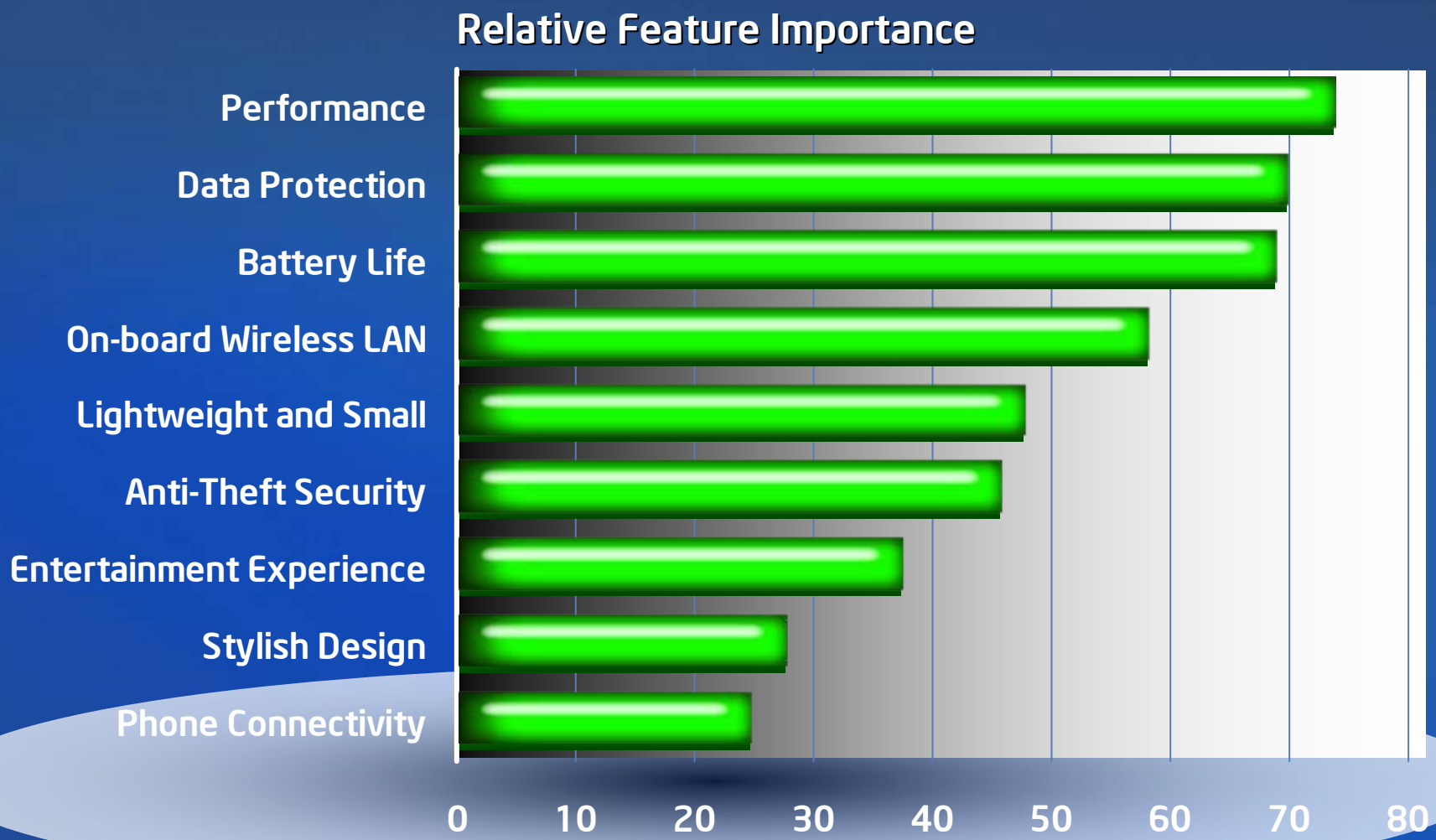
Top Consumer Mobile Computing Needs



Source: Intel Western Europe Mobile Usage Study, Fall 2006

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Top Consumer Mobile Computing Needs



Source: Intel Western Europe Mobile Usage Study, Fall 2006

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Performance Matters
CREDIT SUISSE
intel
PETRONAS
MALAYSIA
SYNTIUM
intel
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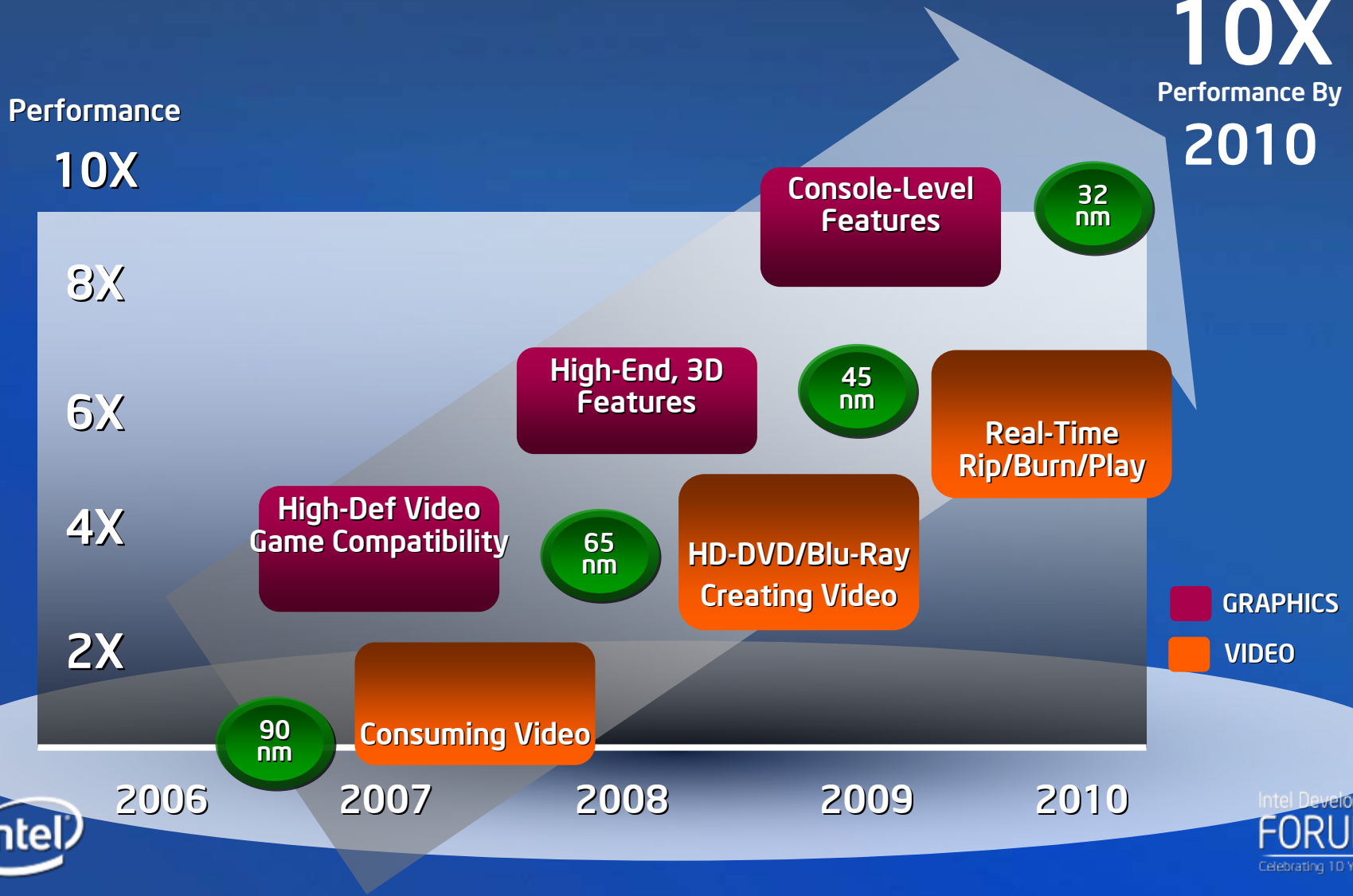
Processor Performance Matters



Average normalized performance based on multiple benchmarks. Source: Intel

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Advancing the Mainstream in Integrated Graphics and Media



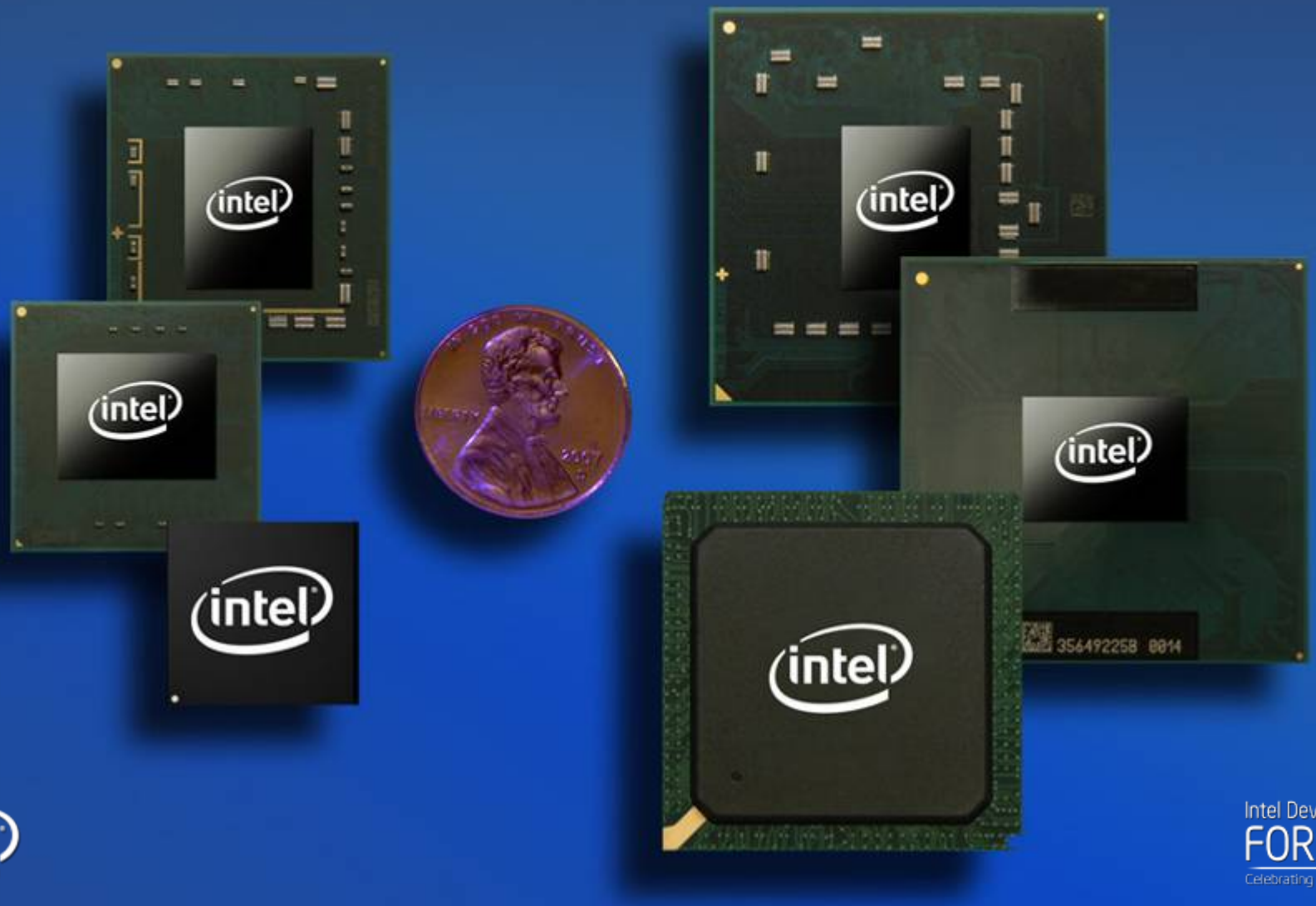
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"Cool Factor" Matters
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Size Matters



Size Matters



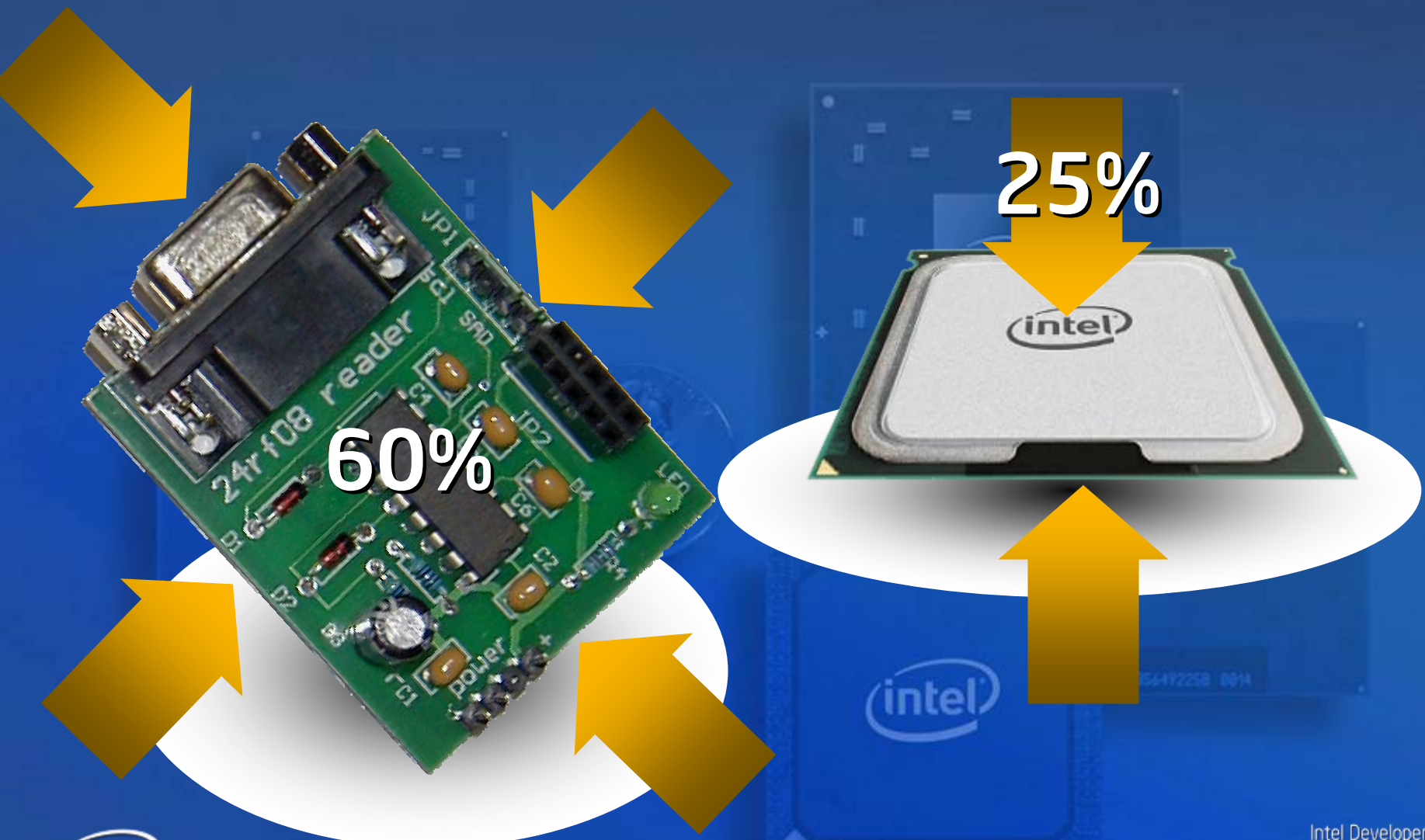
Thermals Matter

	Santa Rosa	Montevina
SV	35W	25W
LV	17W	
ULV	10W	



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Montevina Cool Factor



Battery Life Matters

"If you are a mobile warrior … it is so painful to run out of power before you are ready."

Laptop Buyers Guide, *Geek.com*

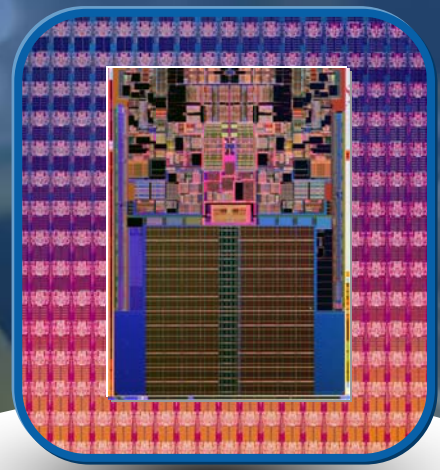
Battery Life Innovations



On-chip

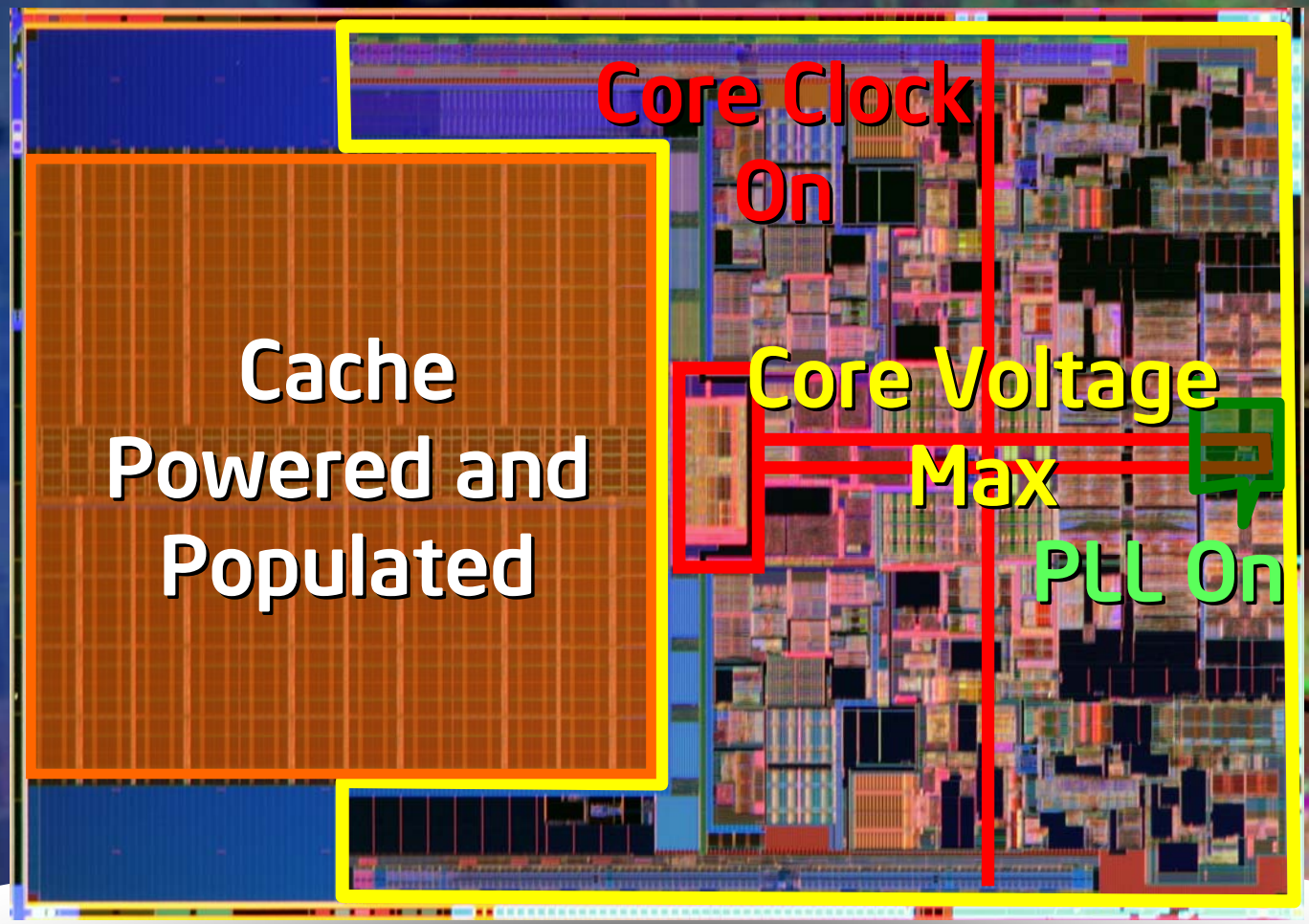


Platform

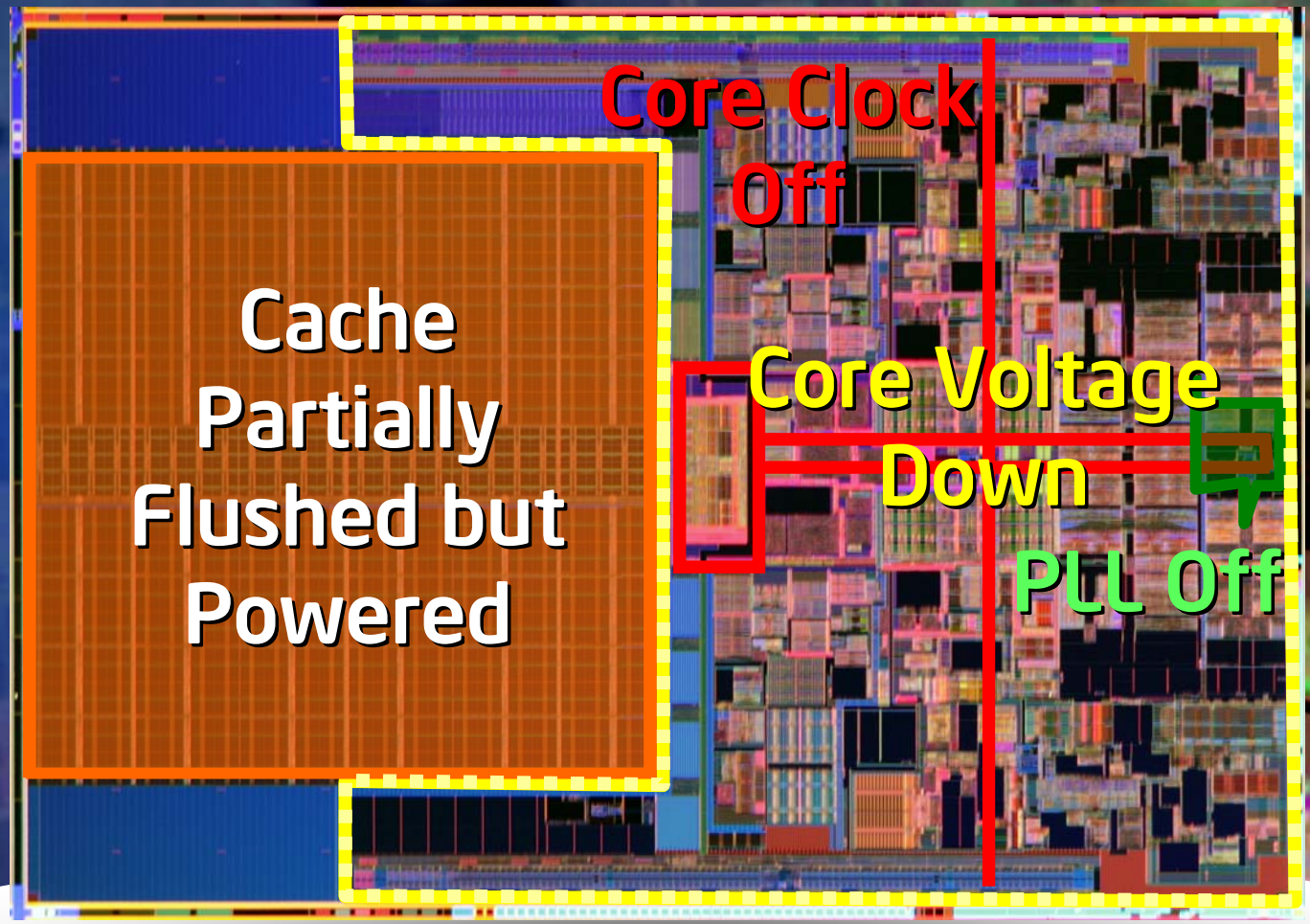


Penryn

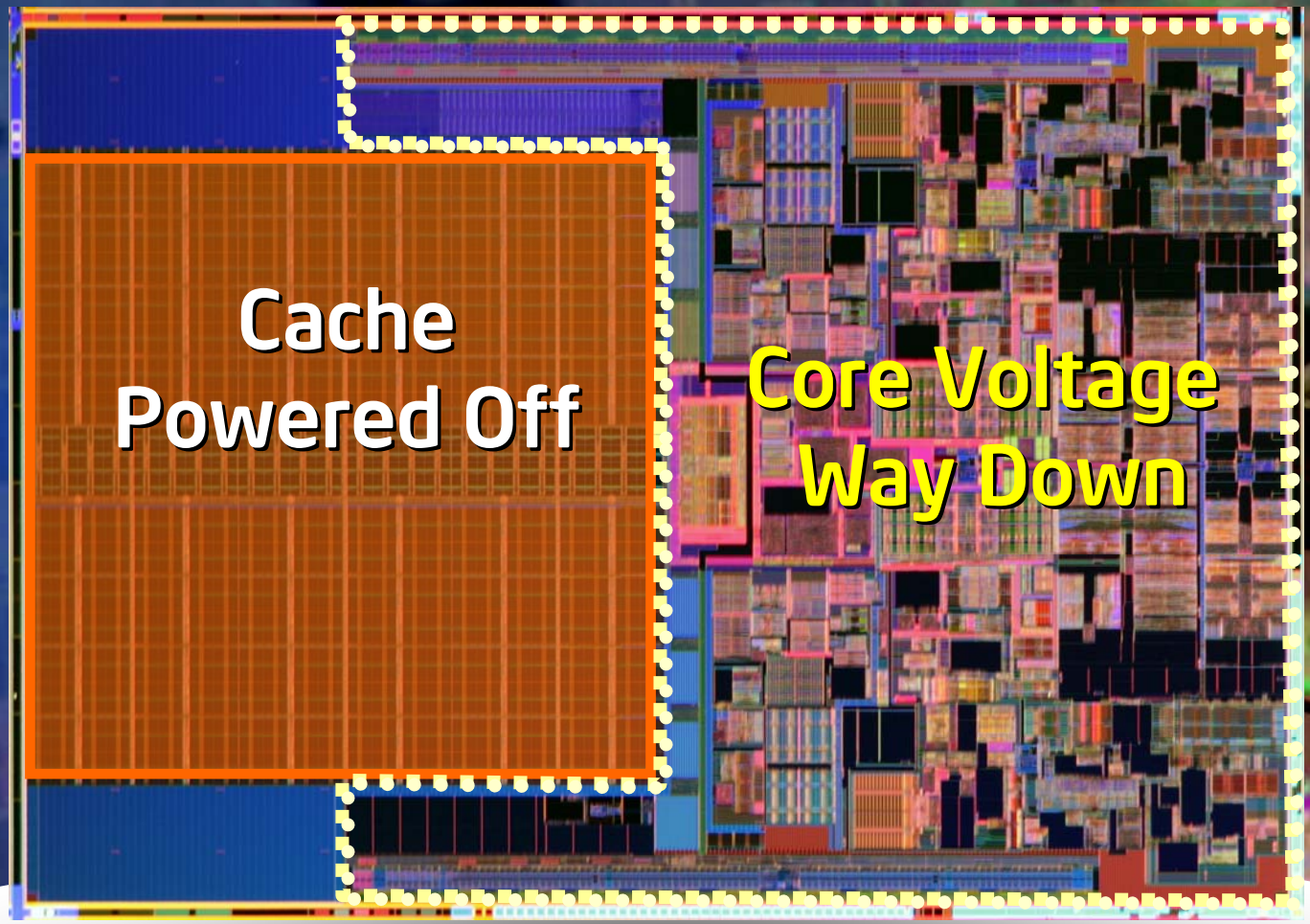
Penryn – Active State



"Old" Power-Down State



New Penryn Deep Power-Down State




Being Wirelessly Connected Matters
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The University
of the Future
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Putting 802.11n to Work



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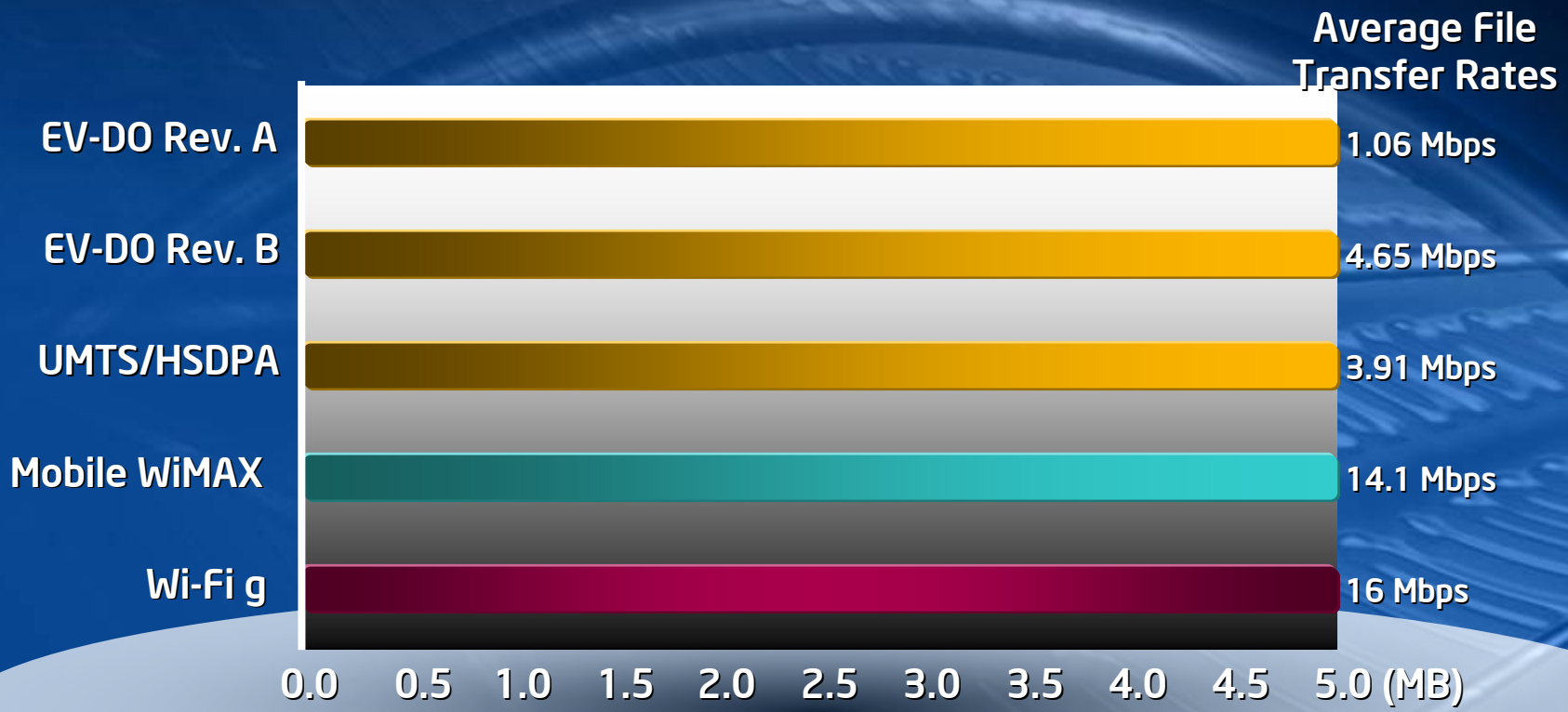

CISCO
Brett Galloway
Vice President and General Manager,
Wireless Networking Business Unit,
Cisco
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* Other brands may be claimed as the property of others.


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Broadband Wireless
Connection Matters: WiMAX
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Technology Throughput Comparison



Source: WiMAX Forum White Paper

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IOT
Notebook OEMs
Handset OEMs
Service Providers
Equipment Manufacturers











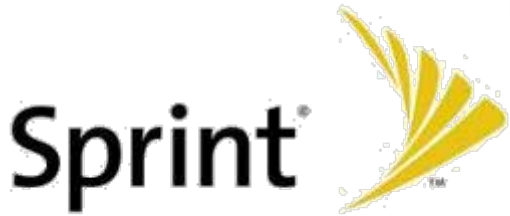












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From Spring IDF 2007:



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2008 WiFi + WiMAX: Echo Peak

Minicard



Half Minicard



Old Barriers to Mobility



Performance



Wireless



Battery Life



Cool Factor

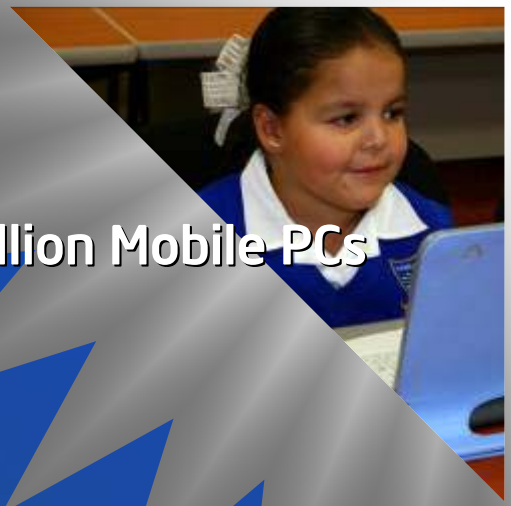
Emerging Barriers to Mobility



Manageability
&
Security



Internet On-the-Go



The Next Billion Mobile PCs



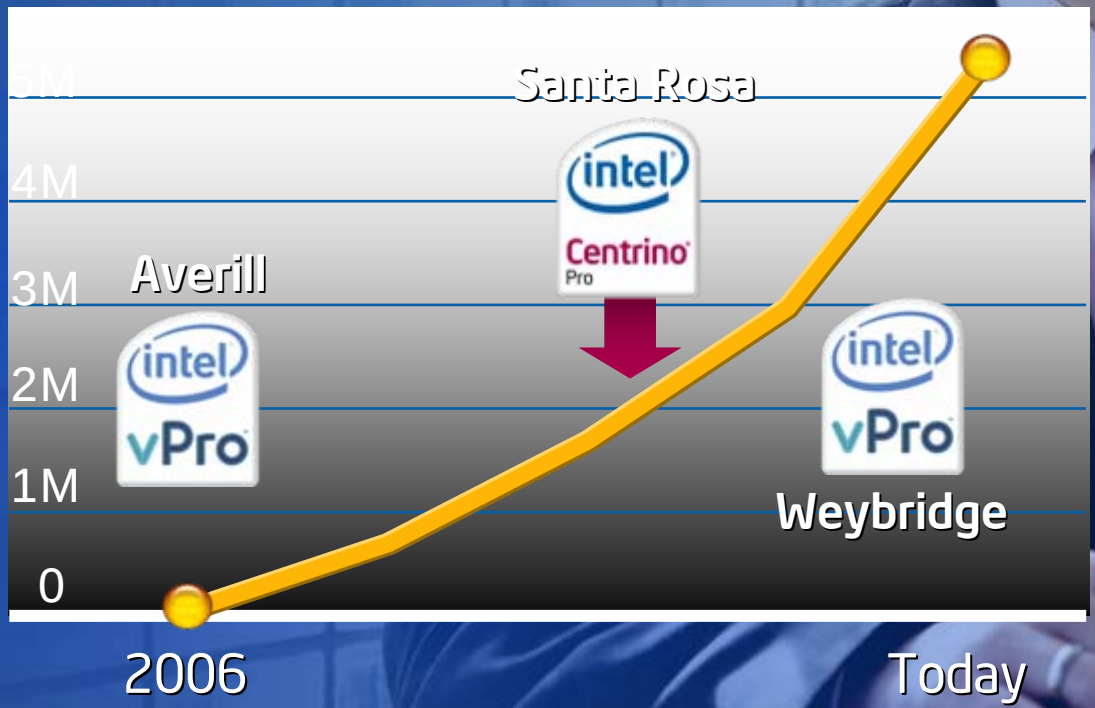
The Next Barriers

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Business-Optimized Clients Ramp Creates Opportunity

Cumulative Shipments



Customers

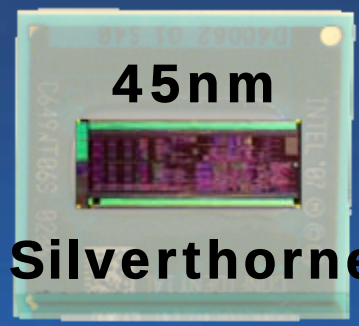
3M
BMW
FujiFilm
ING
Johns Hopkins
Pioneer
Verizon
Marriott
...and many more

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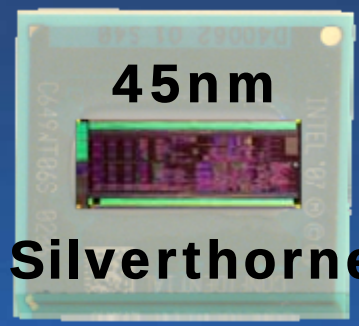
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IN GOD WE TRUST
LIBERTY
2007
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45nm
Silverthorne







Mobile Internet Devices



Low Cost IA



Consumer Electronics



Embedded Control


The Next Billion
Mobile PCs
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Intel Architecture Matters

MID, UMPC

Notebooks



Internet On-the-Go

High Performance PC

intel Centrino Duo

intel Centrino Pro

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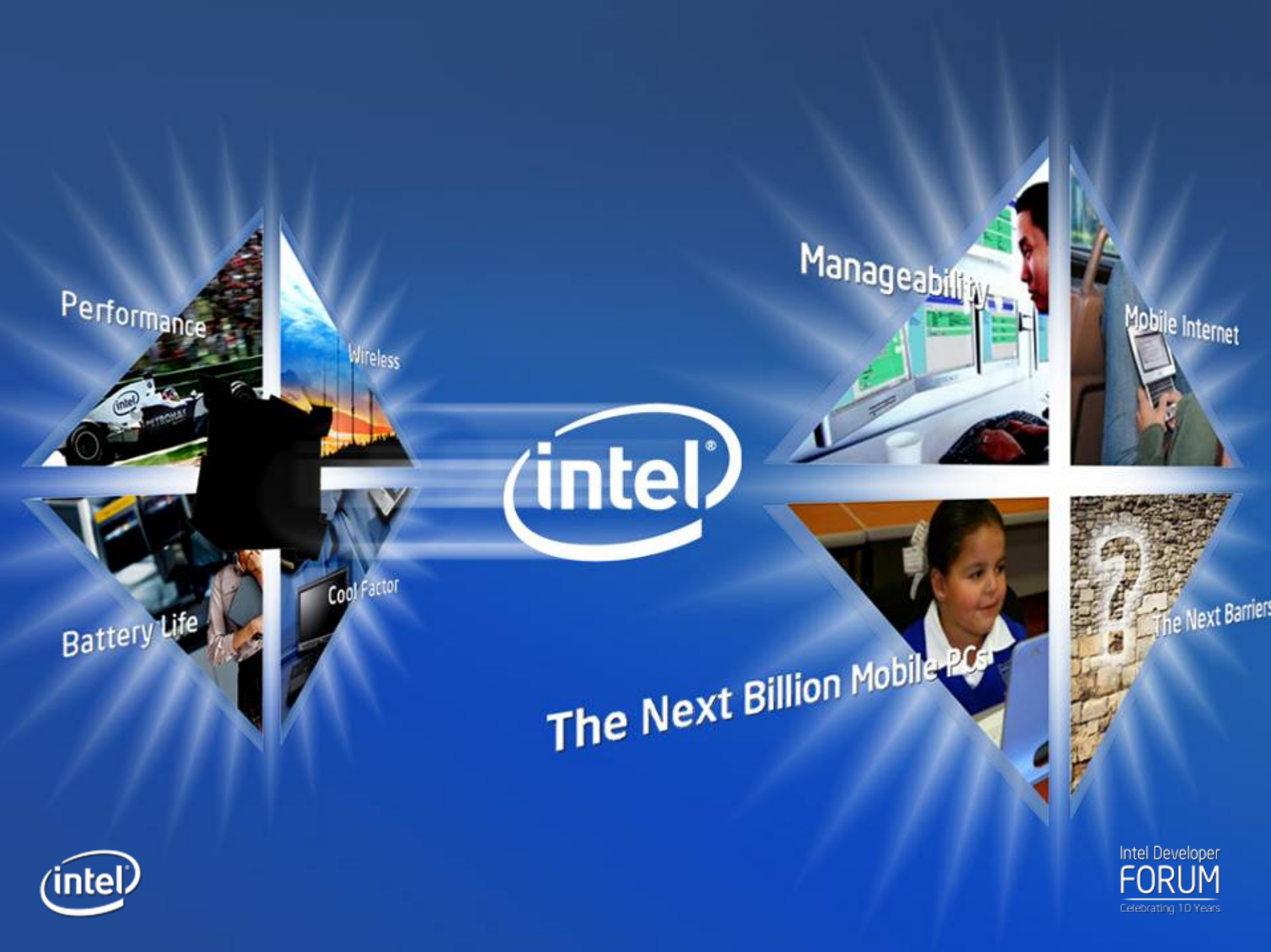
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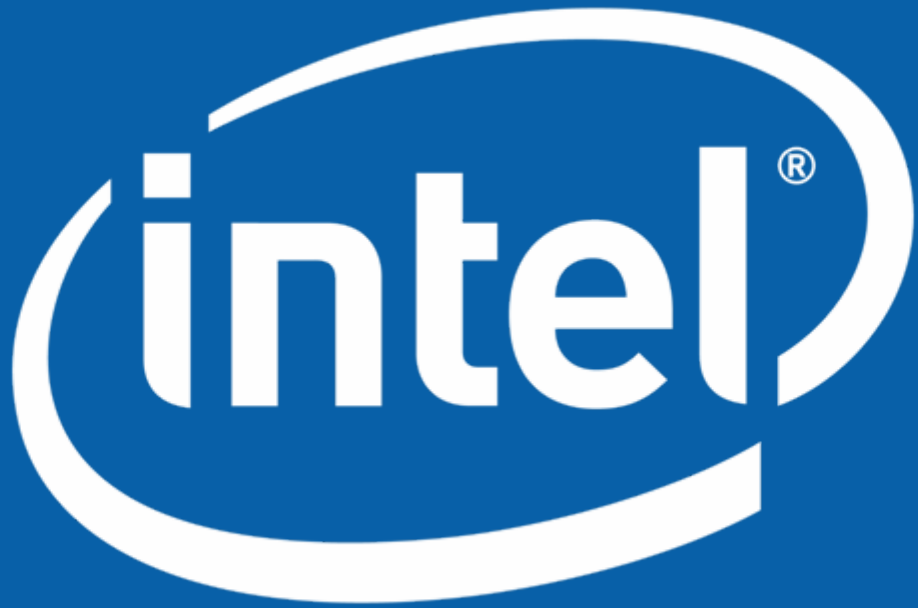
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Why Intel Architecture Matters

"The vast majority of [web sites] are not properly adapted for the mobile environment. The result can be a very poor user experience. Sometimes it is just a plain mess."

— Andy Miller, *E-Commerce Times*


Performance
Wireless
Manageability
Mobile Internet
Battery Life
Cool Factor
The Next Billion Mobile PCs
The Next Barriers
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DisIclaimer

Battery Life on the Rise

Source: Intel. **Configuration:** Intel® Core™ 2 Duo T7100 (2MB L2, 1.80 GHz, 800MHz FSB) on Thinkpad* T61, Mobile Intel® GM965 Express chipset with GMA X3100 graphics, 2x1GB DDR2-667 5-5-5-15, 100GB 7200rpm SATA HDD; Intel® Core™ Duo T2400 (2MB L2, 1.83 GHz, 667 FSB) on Thinkpad* T60, Mobile Intel® 945GM Express chipset with GMA 950 graphics, 2x512MB DDR2-667 5-5-5-15, 100GB 7200rpm SATA HDD; Intel® Pentium® M processor 750 (2MB L2, 1.86 GHz, 533MHz FSB) on Thinkpad* T43, Mobile Intel® 915GM Express chipset with GMA 900 graphics, 2x512MB DDR2-533 4-4-4-12, 100GB 7200rpm PATA HDD; All platforms Windows* Vista* Ultimate 32bit. *Performance tests and ratings are measured using specific computer systems and / or components and reflect the approximate performance of Intel products as measured by those tests. Any difference in system hardware or software design or configuration may affect actual performance. Buyers should consult other sources of information to evaluate the performance of systems or components they are considering purchasing. For more information on performance tests and on the performance of Intel products, visit http://www.intel.com/performance/*

